



REQUEST FOR PROPOSALS

TOWN WEBSITE REPLACEMENT

Town of Warren, Rhode Island

May, 2016

The Town of Warren seeks to redesign and replace its existing website, located at www.townofwarren-ri.gov.

TOWN OF WARREN, RHODE ISLAND



INVITATION TO BID TOWN WEBSITE REPLACEMENT AND CONTENT MANAGEMENT SYSTEM

Public Notice Posted: **June 8, 2016**

The Town of Warren is requesting sealed bids for the Town Website Replacement and Content Management System, in accordance with all terms and specifications contained herein. Sealed proposals will be received at the Town Clerk's Office, Town Hall, 514 Main Street, Warren, Rhode Island, until:

**Ten (10) o'clock A.M., Local Time
June 24, 2016**

All bids received will be publicly opened at this time at the Town Clerk's Office at Town Hall.

Proposals / bids (1 original and 1 electronic copy) must be submitted in sealed envelopes addressed to the Town Clerk's Office, Town Hall, 514 Main Street, Warren, RI 02885, and must be clearly marked in the upper left hand corner, "Town Website Replacement and Content Management System".

It is the bidder's responsibility to see that the bid is delivered within the time and at the place prescribed. Bids received prior to the time of opening will be securely kept, unopened. Bids may be withdrawn upon written request (on the letterhead of the bidder and signed by the person signing the bid) if such request is received prior to the time fixed for opening. Bids may be modified in the same manner. No bid or modification thereof received after the time set for opening will be considered, even if it is determined by the Town that such non-arrival before the time set for opening was due solely to the delay in the mail for which the bidder is not responsible.

PROJECT OVERVIEW

The Town of Warren sits on the east bank of the Warren River, an arm of Narragansett Bay, and is bounded by the towns of Barrington, Bristol and Swansea, Massachusetts. The aboriginal name of the peninsula upon which Warren and Bristol are located was Pokanoket, and on the site of Warren stood the Indian village of Sowams, the headquarters of the famous Wampanoag Sachem Massasoit, the friend and ally of the Pilgrims. As early as 1632 a trading post was established at Sowams by the Plymouth settlers and, for some time this post was in charge of Plymouth Colony. The opening scenes of the tragedy of King Philip's War were enacted in Warren which then formed a part of the township of Sowams, incorporated 1668. During this war the English settlement of Sowams, consisting of about eighteen dwelling houses, was completely destroyed. Soon after the close of the war, however, the territory which now comprises the town was surveyed and laid out and the rude cabins of settlers again dotted the green sward. At a very early date the inhabitants of Warren began to engage in maritime pursuits. In 1760 the town was well known as a whaling port. Ship building was carried on to a considerable extent. Warren received its name from the British naval hero, Admiral Sir Peter Warren, who had been victorious at the battle of Louisburg in June 1745.

The local economy is steadily improving, with employment growth in the areas of construction, manufacturing, accommodation & food service and professional & technical services. Public facilities include the East Bay Bike Path, the Warren Bike Path, the Warren Town Beach and many public parks and recreational areas. Festivals and community events are very important to the Town, including the annual Quahog Festival and the Bristol & Warren Art Night. Rural areas of Town offer open space, scenic views and vistas and traditional agricultural opportunities.

The Town desires to establish a long-term relationship with a website development company to: 1.) replace the Town's existing website with an enhanced website design and architecture, 2.) provide a Content Management System with features that are inherently supportive of the specific needs of municipalities, 3.) provide ongoing support for the Town's website needs.

PRIMARY GOALS

The primary goals for the new website include:

- Serve as an effective marketing and community engagement tool for Warren, visually conveying the attributes that make the Town of Warren a unique and desirable place to live and work;
- Enhance town government performance, especially with respect to accessibility, transparency, customer service and efficiency;
- Provide an inviting, convenient and attractive venue for members of the community, including residents, current and prospective business owners, and visitors, to easily access and use municipal information and services, and to provide feedback about services, programs and community needs;
- Enhance our ability to disseminate important information, including emergency alerts, meeting and event notices, etc., more quickly, efficiently and cost effectively to the community at large and/or target audiences;
- Seamless integration/compatibility with third-party tools and exterior cross-links;
- Encourage and support collaboration and partnerships;
- Reflect and be responsive to the needs of a diverse group of community stakeholders; and
- Convey the sense of place that is unique to the Town of Warren.

CURRENT WEBSITE INFORMATION

The current website is located at www.townofwarren-ri.gov and is hosted by Network Solutions.

PROPOSAL SUBJECT CONTENT / VENDOR QUALIFICATIONS

RFP responses will help the Town of Warren to select the best qualified vendor, based on vendor excellence, experience and abilities relevant to developing and implementing a new Town website. Desired qualifications are summarized below. Responses to the RFP must include a written narrative answering to each of the identified terms, organized by line item.

1. Introduction

- a. Company Summary

2. Vendor Profile

- a. Company History
- b. Primary Contact Information
- c. Primary business address and satellite office locations
- d. MBE / DBE status
- e. RI Master Price Agreement status
- f. Financial reports for the corporation's past five fiscal years to document financial stability

3. Project Member Roles

- a. Name, title, role in company with respect to the Town's project
- b. Education, certifications, individual awards of professional merit, years of experience

4. Experience with Municipal Websites

- a. Three references
 - i. Client information
 - ii. URL for client site
 - iii. Contract length
 - iv. Client contact information
 - v. Award given for site, if any
 - vi. Details about the site, any specific elements you think stand out
- b. If you have no experience with municipalities, please detail any work experience you deem relevant to a municipal website project and to the goals stated above (include URL's)

5. Project Development Strategy

- a. General timeline
- b. Identify all project phases and clearly define the Town's role in each. Clearly explain the design process phase.
- c. Explain how the site will meet ADA compliance requirements, if not already described in Section B.
- d. Explain how personal identifiable information (PII) will be protected.
- e. Address cyber security and associated issues, including off-site back-up/storage.
- f. Explain when, where and how training will be conducted
- g. Post site go-live communication and follow-up (any scheduled reviews, award submissions, etc)

6. Product Support / Maintenance

- a. Ownership of the system / final product
- b. Primary single point-of-contact for the site, if not detailed in item (3) above
- c. Ongoing end-user training
- d. Availability of accurate, well-developed end-user documentation (manuals, videos, etc)
- e. Continued dialog with support staff/consultants, post site go-live
- f. Options for sharing ideas, enhancement requests, etc.
- g. Detail your normal support hours, emergency support hours and the costs associated with each
- h. Software update / site maintenance procedures and costs
- i. Full text of each software license the Town must maintain (if any) and the associated costs

7. Site Functionality

The functionality list below is neither complete nor exhaustive. Other relevant functionality may be suggested as seen fit. Unless specified otherwise, all of the functionality listed below must be able to be provided by the vendor, and may need to be phased in as budgetary constraints allow:

- Agenda Management: Upload and manage agendas.
- Alerts and Emergency Notification (Snow / parking ban, utility notices, etc)
- Archive Center: Store agendas, minutes, newsletters and other documents
- Automatic expirations: Expiration dating, automatic removal of content
- Blog / News: Comments can be moderated by the Town before being published, feeds may come from RSS / Social Media
- Broken Links Finder: Automatic function preferable; user driven form when hitting a 404 acceptable
- Browser Based Administration: Update, delete and create template based on web pages
- Calendar: Update/ publish calendars by department, town-wide and community.
 - iCal links for users to add events to desktop calendar programs such as Outlook
- Citizen Sourcing Tool (Citizen Feedback): Encourages citizen idea submission, engaging discussions, voting, etc.
- Town Code / Charter online: Integrate with third-party product (Municode)
- Departmental Home Pages: Dynamic content
- Directories, Listing for Staff and Businesses: Dynamic content
- Document Center: Upload / download capability, back-end ability to search within
- E-Notifications via e-mail/SMS/Social Media: Electronic subscription, scheduled notifications, SMS subscribers, pushed calendar events, etc.
- Event Registration: Online reservation / payment
- Facility Management: Reservations and/or listing
- Forward to a Friend: Forward current page/content to an email address; E-mail extension
- Frequently Asked Questions: Dynamic content
- Intranet / Extranet: User restricted pages
- Mobile App: Generic and/or custom
- Mobile Browsing: Website can be accessed from any mobile platform
- Multi-Lingual Support: Dynamic content
- News & Announcements: Dynamic content
- News Releases: Online Publishing
- Newsletters / E-Zine: Subscription and online publishing
- Online Forms: Forms / publishing / tracking / form data routed to appropriate person / department
- Online Job Postings and Applications: Applicants can also create an online profile, fill out application and attach additional documents.
- Online Payments: Secure online transactions by department
- Parking Map: Downtown parking map.
- Parks & Recreation Activities / Facilities Reservations
- Permitting: Integrate with “Permit Link” system.

- Photo Center: Display community photos in a central location on website
- Popular / Hot Now Pages: Dynamically generated list of links to pages / features most popular with users at any given point of time
- Postcard: Visitors can email virtual picture postcards
- Printable Pages: Print-friendly function
- Request Tracking: Citizens can submit request to appropriate department
- RFP/RFQ/Bid Posting: Documents can be posted / potential bidders can register and be notified of new bids
- Photos / Banners: Dynamic image display
- RSS Feeds Out: Registration by department
- Quick Links: Links can be placed directly on the pages
- Search Engine Optimization: Optimize site in search engine rankings
- Site Search: Internal site search engine, site search log
- Site Statistics: Analytics and site audit reports
- Sitemap & Breadcrumbs: Dynamic
- Social Media Interface: Facebook / Twitter / etc. feeds
- Spotlight: Ability to highlight important text on one or more pages
- Survey / Polling Capability: Poll/question/answer/tracking
- Tourism / virtual tour: Highlight area attractions
- Transit Services Integration: Bus schedules, etc.
- Video Hosting: With live streaming video capabilities for meetings, etc.
- Vital Statistics Online: Integration with Birth/Death/etc. records system.
- Website Visitor Profile: Visitors can pick and choose the information that automatically becomes fed to their profile upon site login.
- Other

8. Description of the Content Management System

Describe the following; add as much as deemed fitting:

- a. Page creation and editing, including uploading attachments
- b. Page template functionality
- c. Versioning of content; ability to revert as needed
- d. Ability to schedule when content is shown
- e. Granularity of user / group permission levels

9. Project Cost Estimate

Please specify:

- a. Overall project cost
- b. Cost of design analysis, development, and implementation of new site
- c. Cost of training, by day/hour, including the number of employees to be trained, and whether on-site or remote
- d. Content migration cost either a per page or entire site basis
- e. Cost of vendor recommended hosting, annually
- f. Recurring costs for hosting, support, etc.

- g. Optional packages, enhancements or features

10. Description of Hosting Plan / Proposed Site Architecture

- a. Describe if site will be self-hosted by the Town, or hosted by vendor / outsourced to a third-party
- b. Describe hosting redundancy, scalability and resilience to mitigate outages, traffic bursts and malicious attacks (DDOS or similar). If recommending a third-party service like CloudFlare or similar, please elaborate
- c. Describe planned site architecture, i.e.; webserver software, any web application frameworks, development languages, backend database software, etc. Block / functional diagrams for site architecture will be helpful.

11. Guarantees and/or Warrantees

Detail any guarantees and/or warrantees offered to the Town as part of its proposal

12. Summary

13. Any Additional Items (Optional)

DELIVERABLES

- 1. A complete narrative responding to items 1-13 in the “Vendor Qualifications” section above, organized by line item, and in the same order as presented above.
- 2. Any additional items deemed relevant to this response.
- 3. Proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

GENERAL BID REQUIREMENTS

- All bids must be sealed.
- Bids will be opened publicly in full view of the public at ten (10) o’clock A.M. on June 24, 2016. Each bid shall be recorded and an abstract made available for public inspection. All documents pertaining to the awarding of a bid shall be retained in the bid file and made available and open to public inspection.
- The contract or bid shall be awarded to the lowest responsible bidder. Awards will be in writing.
- The town may, at its discretion, reject any and all bids.
- Bid specifications and all factors being equal, preference shall be given to the bidder whose primary place of business is in Warren.

VENDOR REQUIREMENT

Should the Bidder be awarded the contract for the work, the Bidder must certify that they can meet the specific requirement for insurance and agrees to provide the Town with a certificate of insurance which names the Town of Warren as an Additional Insured for the work specified.

Insurance Required:

- Workman’s Compensation in compliance with statutory limits
- Comprehensive General Liability Insurance of at least \$1,000,000

EVALUATION CRITERIA

Consideration will be given to several factors, including: viability, experience and reputation of the Bidder; demonstrated qualifications and experience of personnel; overall responsiveness of the proposal to the Town's objectives; total project cost; and quality of similar projects Bidder has performed in the past.

The Town reserves the right to request that Bidders support a hands-on structured demonstration / test of key elements of their products(s) as part of the website vendor selection process.

INQUIRIES

General inquiries about this RFP must be in writing (e-mail preferred) and directed to:

Kate Michaud, Town Planner, Town of Warren, 514 Main Street, Warren, RI 02885.

kmichaud@townofwarren-ri.gov

All questions and answers will be posted on the Town's website. Any party wishing to be placed on a direct contact list for any supplemental information should file a written/emailed request with the above contact.